

Positive Alternatives 2016 - 17 Quarterly Update

Grantee (Name and city): Pregnancy Choices LifeCare Center, Apple Valley #838739

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Goal: To provide positive alternatives to abortion for pregnant and parenting women in Minnesota

For the period/quarter: 6/20/2016-9/30/2016

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Provide guidance to grant staff Attend required grant meetings Hire new grant staff Manage grant budget/provide reports		All activities are continually in process.	
Outreach	Promotion of Positive Alternative Programming		We do this through presentation to outside groups, tours we host at the center, online marketing, brochures as well as in house advertising in our positive pregnancy folders.	
Car Seat Program	Car Seat Safety Video is shown to all Baby and Me! participants. Clients choose between 8 week one on one life coaching and video instruction or a 2-hour fast track class.	10	We had 30 clients graduate from our Baby and Me or Fast Track class.	30

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Case Management Services	Baby and Me! (BAM) 8 week participants as well as BAM2 participants are included in this section.	30	We had 93 distinct clients come through our program. We do not include their multiple visits in this number but rather the number of clients who took advantage of our pregnancy or post-partum services.	93
Education Assistance	Provide community resources for education/child care/ESL/GED	12	Included in our positive pregnancy folder as part of our referral package.	50
Employment Assistance	Provide community resources for employment Provide IPAD and printer for employment applications or research	12	This is not a service that our clients tend to use. They prefer to do their own job searches although we offer for them to use our IPAD's/printers. We have some job postings that we place on our bulletin board.	4
Financial Assistance	Provide help in applying for financial assistance through various local agencies.	6	We submit numerous requests for rental assistance through Cradle of Hope and also have helped clients navigate through the local county systems.	15
Housing Assistance	During intake, if housing assistance is determined to be needed, referrals are made to the appropriate resource. We have information on transitional housing as well as sober housing.	10	We successfully placed one homeless client into a maternity home and are currently working with another client to get into "Families Moving Forward." We have made several referrals to the Dakota County "Young Parents Program."	10

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Nutrition	Women receive nutrition handouts, prenatal vitamins as well as video education on nutrition and exercise during pregnancy.	40	Positive Pregnancy folders are offered to all clients who test positive which include all items listed under the Service Description.	50
Parenting Education	<p>Provide Assessment for family needs and parenting education on the following topics:</p> <p>Confidence at the Core (8-week coaching program)</p> <p>Just for Me! (12-week coaching wellbeing program)</p> <p>Infant Care</p> <p>Postpartum Depression</p> <p>Crib Safety</p> <p>Car Seat Safety</p> <p>Shaken Baby Syndrome</p> <p>Scream Free Parenting series</p> <p>Provide list of community resources for food, clothing, preschool, ECFE</p>	150	This represents the total number of client visits for our Baby and Me! class as well as our monthly postpartum group. Our numbers are very high due to a sharp increase in clients served (as well as sharp increase in referrals!) as well as the addition of a male life coach for our brand new Fatherhood Program. We have 2-full time and 3-part time life coaches who are able to see a high number of clients weekly.	334

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Pregnancy Education	Women receive coaching services as well as video education on gestation, reducing/eliminating smoking/drinking/drugs, exercise, bonding, post-partum depression, nursing, labor and delivery, infant massage and child development	90		279
Pregnancy Testing	Assessment of program eligibility after providing pregnancy testing and coaching.	45	Increase in pregnancy tests, probably due to targeted internet marketing.	65
Provide Necessary Services to all clients	Provide intake assessment to determine need. Provide women with information on, referral to and assistance with securing pregnancy support services. Utilize resource database to provide information and make referrals	125		149

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Provide Necessary Services Assessments Only	Provide intake assessment to determine need. Provide women with information on, referral to and assistance with securing pregnancy support services. Utilize resource database to provide information and make referrals	25		65

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	17
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	31
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	31
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	31
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	13
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	*31

*Please note we had one client graduate from our program and choose a double stroller so this number will not add up properly as I had to add one.

Challenges:

Comments: We have seen a large increase in both referrals from current clients but also in abortion vulnerable/determined women. This coincides with us unleashing a huge targeted internet marketing campaign with Yellow Pages (yp.com) and also redesigning our web page. Internet marketing continues to play a key role in our successfully reaching the abortion determined woman.